

Message Text

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PAGE 01 DAMASC 07112 170938Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /046 W
-----019175 171520Z /53

R 170951Z NOV 77
FM AMEMBASSY DAMASCUS
TO USDOC WASHDC
INFO SECSTATE WASHDC 5654
AMEMBASSY ATHENS

UNCLAS DAMASCUS 7112

USDOC FOR CAGNE

ATHENS FOR RTDO

E.O. 11652: NA
TAGS: BEXP, SY
SUBJECT: 25TH DAMASCUS INTERNATIONAL FAIR

REF: (A) USDOC 21787; (B) USDOC 21796

1. POST GRATEFUL FOR REFTEL (A) PERMIT US BEGIN EARLY-HOPEFULLY
MORE EFFECTIVE-SOLICITATION CAMPAIGN.

2. FOLLOWING IS QUICK RESPONSE TO REFTEL (B)
QUESTIONS WITH MORE
DETAILS TO FOLLOW:

A. FAIR AUTHORITIES HAVE ASSURED US THAT SPACE RENTAL COSTS WILL
BE SAME AS IN 1977. EXPECT SUBSTANTIAL INCREASE IN LABOR AND
UTILITY COSTS.

B AND C. AS USDOC AWARE DTT SEEKING PPLTXY FUND CONSTRUCTION
PERMANENT USA PAVILION AT FAIR. IF THIS APPROVED FAIR AUTHORITIES
HAVE AGREED PROVIDE SPACE RENTAL AT CONCESSIONAL RATES.
IN THIS CASE, FEES MENTIONED SHOULD BE MORE THAN SUFFICIENT
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PAGE 02 DAMASC 07112 170938Z

COVER ALL USG COSTS (ALTHOUGH START-UP FUNDS STILL REQUIRED).
IF PERMANENT PAVILLION NOT RPT NOT APPROVED WE WILL MAKE
DECISION ON SPACE DEPENDING ON PRELIMINARY RESPONSE
TO SOLICITATION CAMPAIGN. OUR OPTIONS ARE (1) TO TAKE SAME
INSIDE SPACE PLVS OUTSIDE SPACE UP TO SIZE OF SPACE TAKEN
IN 1977; (2) SMALLER PAVILION EITHER BY USING ANOTHER BUILDING
OR ASKING FAIR AUTHORITIES TO DIVIDE EXISTING BUILDING;

OR (3) HAVING SEPARATE OUTSIDE EXHIBIT AND TAKING SPACE IN INTERNATIONAL BUILDING IF NUMBER OF FIRMS WHO HAVE INDOOR EXHIBITS IS LESS THAN SIX. IN OPTIONS (1) AND (3) 1977 FEE STRUCTURE WILL DEFINITELY NOT COVER COSTS-IN OPTION (2) SMALL INCREASE MAY BE NECESSARY. (WE ARE ALSO CONSIDERING OFFERING UNIMPROVED INDOOR SPACE FOR FIRMS WITH THEIR OWN DISPLAYS AT APPROX. DOLLAR 200 SQUARE METER). IN SHORT, BARRING PERMANENT PAVILION WE EXPECT SOME INCREASE IN COSTS NTE 25 PERCENT OVER 1977. SHORTER DURATION OF FAIR SHOULD MORE THAN COMPENSATE FOR ANY ADDITIONAL COSTS.

D. WE ARE WORKING IN CLOSE COOPERATION WITH USIS REGARDING CENTERPIECE, GRAPHICS AND CONCURRENT CULTURAL PRESENTATIONS. HOWEVER, USIS DIRECT FUNDING AS OCCURRED IN 1977 IS QUESTION THAT CAN BE ANSWERED BEST IN WASHINGTON.
MURPHY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 17-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977DAMASC07112
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770426-0392
Format: TEL
From: DAMASCUS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771149/aaaabpfh.tel
Line Count: 78
Litigation Code IDs:
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Litigation History:
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Message ID: 8c6fb117-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 11-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 554222
Secure: OPEN
Status: NATIVE
Subject: 25TH DAMASCUS INTERNATIONAL FAIR
TAGS: BEXP, SY
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/8c6fb117-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009